A STUDY DEMONSTRATES THAT INSTAGRAM IS A COMPETITIVE EXAM ASPIRANT'S EDUCATIONAL PLATFORM

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Abstract:

Instagram is one of the most popular Social Media in the world. Most of the youngsters have an account on Instagram, It helps to share ideas, Short videos, Memes, and message-based images. Like most *Instagram* users, many educators use Instagram to connect with friends, but everyone should know that popularly used sites can also be a great learning and teaching tool. Many *Instagram* pages have been created as a resource to collect, share, and disseminate information about education and education technologies. The following study has attempted to know about the sort of *Instagram* pages used for various competitive exams. The study has taken a Two-day survey of the total number of likes, comments, and followers for *competitive educational pages* on *Instagram.* The research was made by the researcher based on his exploratory knowledge of the field by random browsing of popular Instagram accounts on the Competitive educational pages. The collected data gives us an idea about *Aspirants* who are all using Instagram for educational purposes. Modern social media could be best used for maximizing Study through memes content. This study aims to identify how Instagram page memes help competitive *exam aspirants*.

Keywords: Instagram, Competitive Exam page, Exam Aspirant.

Introduction:

Instagram was founded in the year of 2010 by Kevin Systrom (Wikipedia). Instagram is a photo- and video-sharing social networking platform. Users access the service via an app or a feature-limited web interface and can edit images/video/audio with various filters. In 2012, Facebook, Inc. (Now it is called Meta) bought Instagram for $1 Billion (Wikipedia). In 2021, Instagram is currently ranked 4th out of all social media networks worldwide, with **over 1 billion people using the app each month (Brian Dean,2022)**. 500 million daily active users access the Instagram app globally. **Instagram is most popular in India, with 180 million users**, followed by the United States (170 million), Brazil (110 million), Indonesia (93 million), and Russia (61 million). **People spend an average of 29 minutes a day** on Instagram – Users under the age of 25 spent 32 minutes and 24 minutes for those who are over 25 **(Brian Dean,2022)**.

Instagram pages are a good resource to share images, Short Videos with peers. Many competitive exam aspirants are using Instagram for connecting with people and downloading exam-related study notes. Many social media can help in the teaching and learning process. Although Instagram is one of the great learning tools for learners, there are N Number of educational pages that have been created as resources to share, memes to create for shortcuts to important topics, and Share and disseminate information about competitive education.

Definition:

·   **Instagram:** Instagram is one of the most popular social media, which helps to share images/videos/texts/memes.

·   **Competitive exam Pages:** Refers to pages on Instagram on the aspect of the Competitive exam.

Objectives:

This study has the following objectives:

1. To find out the number of followers for the competitive exam pages on Instagram
2. To find out the number of posts on the competitive exam pages on Instagram
3. To find out the average number of likes in the total number of posts in a day of the competitive exam pages on Instagram

Hypotheses:

Hypotheses of this study have been in the form of Null

1. There are n number of followers for competitive exam pages on Instagram
2. There are n number of posts on competitive exam pages on Instagram
3. There are a number of people who post on competitive exam pages on Instagram.

Methodology:

This study was adopting an empirical research method. The empirical study making use of a quantitative approach was utilized in the selected competitive exam pages on Instagram. The first part of this study is to find out the number of competitive exam pages on Instagram and find out the number of followers, likes and comments on the educational memes on the particular day of the research. The investigator has followed the probability-sampling method for his study. Data was collected on 01.11.2022.

Competitive exam pages on Instagram:

There are a number of competitive exam pages available on Instagram. Here the researcher lists the number of pages from Instagram in ascending order in table 1.

Hypothesis 1:

1. There are n number of people who follow competitive exam pages on Instagram

Search Key Word Used (Exam, TNPSC).

S.No	Name of the Page	Number of followers
1.	Tnpsc_professor	21.5 K
2.	Sai_academy_tnpsc	42.9 K
3.	Zig_zag_tnpsc	59.3 K
4.	Tnpsc_guidence	71.8 K
5.	Tnpscexampreparation	84.6 K
6.	Tnpsc_currentaffairs_tamil	95 K
7.	Tnpsc_pencil_and_paper	101 K
8.	Tnpsc_generalstudies	116 K
9.	Tnpsc_questions_world	120 K
10.	Tnpsc_exam_guide	132 K
11.	Tnpsc_books	135 K
12.	Tnpsc_studies	143 K

13.	Tnpsc_preparation	159 K
14.	Tnpsc_exam_preparation	191 K
15.	Examupdates360	315 K
16.	Tnpsc_tamil_and_gk_tamil	354 K
17.	Tnpscpreparation	369 K
18.	Tnpscbooks	429 K
19.	Tnpsc_pre_ coaching	432 K
20.	Current_affairs_exam	819 K

It is evident from Table 1 that the Instagram page 'Current_affairs_exam' has more than 8,19,000 followers. 'Tnpscbooks' and 'tnpsc_pre_coaching' have more than 4 lakhs followers. 'Examupdates360', 'tnpsc_tamil_and_gk_tamil' and 'tnpscpreparation' have more than 3 lakhs followers. 'tnpsc_pencil_and_paper', 'tnpsc_generalstudies', 'tnpsc_questions_world', 'tnpsc_exam_guide', "tnpsc_books', 'tnpsc_studies','tnpsc_preparation', and 'tnpsc_exam_preparation' have more than 1 lakhs likes. 'Tnpsc_professor', 'Sai_academy_tnpsc', 'Zig_zag_tnpsc', 'Tnpsc_guidence', 'Tnpscexampreparation', and 'Tnpsc_currentaffairs_tamil' have less than 1 lakh likes.

Hypothesis 2:
1. There are n number of post in competitive exam pages on Instagram

S.No	Name of the Page	Total Number of Post
1.	Tnpsc_guidence	192
2.	Tnpsc_pencil_and_paper	584
3.	Tnpsc_books	607
4.	Tnpsc_professor	866
5.	Tnpsc_exam_preparation	1005
6.	Tnpscexampreparation	1228
7.	Sai_academy_tnpsc	1398
8.	Tnpsc_currentaffairs_tamil	1800
9.	Tnpsc_generalstudies	1845
10.	Tnpsc_studies	1929
11.	Current_affairs_exam	1941
12.	Tnpscbooks	1954
13.	Examupdates360	2201

14.	Tnpsc_exam_guide	2554
15.	Tnpsc_pre_ coaching	3490
16.	Zig_zag_tnpsc	3538
17.	Tnpsc_tamil_and_gk_tamil	3541
18.	Tnpsc_questions_world	4431
19.	Tnpsc_preparation	5534
20.	Tnpscpreparation	6096

S.No	Name of the Page	Average Number of Likes (Total no. of likes / No. of Post per day)
1.	Zig_zag_tnpsc	200
2.	Tnpsc_currentaffairs_tamil	398
3.	Tnpsc_preparation	456
4.	Tnpscpreparation	536
5.	Tnpsc_professor	554
6.	Tnpsc_exam_guide	629
7.	Tnpsc_questions_world	921
8.	Sai_academy_tnpsc	931
9.	Tnpscexampreparation	1228
10.	Tnpsc_generalstudies	1234
11.	Tnpsc_studies	1378
12.	Tnpsc_guidence	1414
13.	Tnpsc_tamil_and_gk_tamil	1830
14.	Examupdates360	1926
15.	Tnpsc_exam_preparation	2062
16.	Tnpsc_pencil_and_paper	2683

17.	Current_affairs_exam	3363
18.	Tnpscbooks	3382
19.	Tnpsc_pre_ coaching	4453
20.	Tnpsc_books	4689

It is evident from Table 2 that 'tnpscpreparation', and 'tnpsc_preparation' have more than five thousand posts on Instagram. 'tnpsc_questions_world' has more than four thousand posts. 'tnpsc_pre_coaching', 'zig_zag_tnpsc' and 'tnpsc_tamil_and_gk_tamil' have more than three thousand posts. The pages 'examupdates360' and 'tnpsc_exam_guide' have more than two thousand posts. 'Tnpsc_exam_preparation', 'Tnpscexampreparation', 'Sai_academy_tnpsc', 'Tnpsc_currentaffairs_tamil', 'Tnpsc_generalstudies','Tnpsc_studies', 'Current_affairs_exam', and 'Tnpscbooks' Instagram pages are posted nearly one thousand to two thousand. The pages 'Tnpsc_guidence', 'Tnpsc_pencil_and_paper', 'Tnpsc_books', and 'Tnpsc_professor' are having less than 1000 posts.

Hypothesis 3:
1. There are n number of people who post on competitive exam pages on Instagram.
It is evident from Table 3 that 'tnpsc_books', and 'tnpsc_pre_coaching' pages are having more than 4000 numbers of average likes on each post on their pages. 'tnpscbooks', and 'current_affairs_exam' pages are having more than 3000 numbers of average likes on each post on their pages. 'tnpsc_pencil_and_paper', and 'tnpsc_exam_preparation' pages are having more than 2000 numbers of average likes on each post on their pages. 'tnpsexampreparation', 'tnpsc_generalstudies', 'tnpsc_studies', 'tnpsc_guidence', 'tnpsc_tamil_and_gk_tamil' and 'examupdates' pages are having more than 1000 numbers of average likes on each post on their pages. 'Sai_academy_tnpsc', 'tnpsc_question_world', 'tnpsc_exm_guide', 'tnpsc_professor', 'tnpscpreparation', 'tnpsc_preparation', 'tnpsc_currentaffairs_tamil', and 'zig_zag_tnpsc' pages are having less than 1000 numbers of average likes on each post on their pages.

Conclusion:
Based on the study, in the aforementioned paragraphs, it is evident that, Instagram is one of the most popular mobile applications among youngsters. This social networking application can help to share their thoughts via images/videos/text files all around the world. Moreover, it becomes a new learning portal for many educated people. Most of the social media platforms are used for the teaching and learning process. This study clearly reveals that there are 'n' numbers of educational pages on Instagram; these pages share the educational content through videos, images files, and especially in the form of memes. When competitive exam page admins share the educational content or an important topic as a meme it goes viral and helps the aspirant to recollect the ideas in an easy way. The finding shows that most competitive exam pages have more than one lakh followers. Whenever they post educational content on their page, we can witness an average of 2000 likes per post. Through this study, it is found that, many competitive exam aspirants are using Instagram for educational purposes.

Limitation and future of the study:
This study only focused on a limited number of keywords to find the competitive exam pages on Instagram. The above study has made in one day survey focused with first 20 Instagram pages based on the keyword,
Future studies may be taken up on other key words, hashtags, and other social media platforms.

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